

**From:** [Chris Lucas](#)  
**To:** [Kent Smith](#)  
**Subject:** Don't miss July 23 Form Conversions webinar with Tim Ash!  
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Hi Kent,

I'm Chris, Formstack's VP of Marketing. Tomorrow's webinar, "7 Form Conversion Killers and How to Avoid Them," is going to change the way you approach your web form conversion rate strategy. Tim Ash, CEO of SiteTuners and bestselling author, is going to reveal the secrets necessary to making your online forms a success, including best practices and form conversion mistakes to avoid. Don't miss it!

The webinar is tomorrow (July 23) at 1 p.m. ET. If you attend the live webinar, you will be entered for a chance to win a free copy of Tim Ash's book, Landing Page Optimization! Reserve your spot [HERE](#).

You can also join us on Twitter using #formchat. If you have any questions, please feel free to email me at [chris@formstack.com](mailto:chris@formstack.com).

Talk to you soon!

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If you'd rather not hear from Formstack, [just let me know](#).

